Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-17.   (canceled)

18.   (original) A method for enticing users to access a web page, comprising:

modifying a standard company logo for a special event to create a special event logo;

associating one or more search terms with the special event logo;

uploading the special event logo to the web page;

receiving a user selection of the special event logo; and

providing search results relating to the special event in response to the user selection.

19.   (original) The method of claim 18, wherein the modifying a standard company

logo includes:

creating the special event logo by modifying the standard company logo with one or more

animated images.

20.   (previously presented) The method of claim 18, wherein the modifying a standard

company logo includes:

creating the special event logo by modifying the standard company logo with at least one

of video or audio data.

21.   (original) The method of claim 18, wherein the special event includes a holiday.

22.   (original) The method of claim 18, wherein the associating one or more search terms includes:

identifying one or more search terms relating to the special event.

23.   (original) The method of claim 18, wherein the uploading the special event logo includes:

displaying the special event logo on the web page during the special event.

24.   (previously presented) The method of claim 18, wherein the providing search results includes:

generating a search query using the one or more search terms,

using the search query to search at least one of a network, an index, or a directory, and

obtaining search results based on the search.

25.   (original) The method of claim 18, wherein the modifying a standard company logo includes:

determining a home page for the web page on a network,

identifying the standard company logo on the home page, and

modifying the standard company logo with special event information to create the special event logo.

26.   (previously presented) A computer-readable medium that stores instructions

executable by one or more processors to perform a method for attracting users to a web page,

comprising:

instructions for creating a special event logo by modifying a standard company logo;

instructions for associating at least one of a link or search results with the special event

logo;

instructions for uploading the special event logo to the web page;

instructions for receiving a user selection of the special event logo; and

instructions for providing the link or search results associated with the special event logo.

27.   (original) A server connected to a network, comprising:

a memory configured to store instructions; and

a processor configured to execute the instructions to:

determine a home page for a web page on the network,

identify a standard company logo on the home page,

modify the standard company logo with special event information corresponding

to a special event to create a special event logo, and

replace the standard company logo with the special event logo during the special

event.

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28.   (new) A method, comprising:

identifying a standard company logo associated with a web site;

modifying the standard company logo with at least one of image, video, or audio data

relating to a special event to create a special event logo;

associating one or more search terms with the special event logo;

detecting a selection associated with the special event logo; and

providing search results relating to the special event in response to the detected selection.

29.   (new) The computer-readable medium of claim 26, wherein the instructions for

creating a special event logo include:

instructions for modifying the standard company logo with one or more animated images.

30.   (new) The computer-readable medium of claim 26, wherein the instructions for

creating a special event logo include:

instructions for modifying the standard company logo with at least one of video or audio

data.

31.   (new) The computer-readable medium of claim 26, wherein the instructions for

creating a special event logo include:

instructions for modifying the standard company logo with information associated with a

holiday.

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32. (new) The server of claim 27, wherein the processor is further configured to:

associate one or more search terms relating to the special event with the special event

logo.

33. (new) The server of claim 32, wherein the processor is further configured to:

detect a selection associated with the special event logo,

generate a search query based on the one or more search terms,

perform a search based on the search query, and

provide a result of the search.